

1200

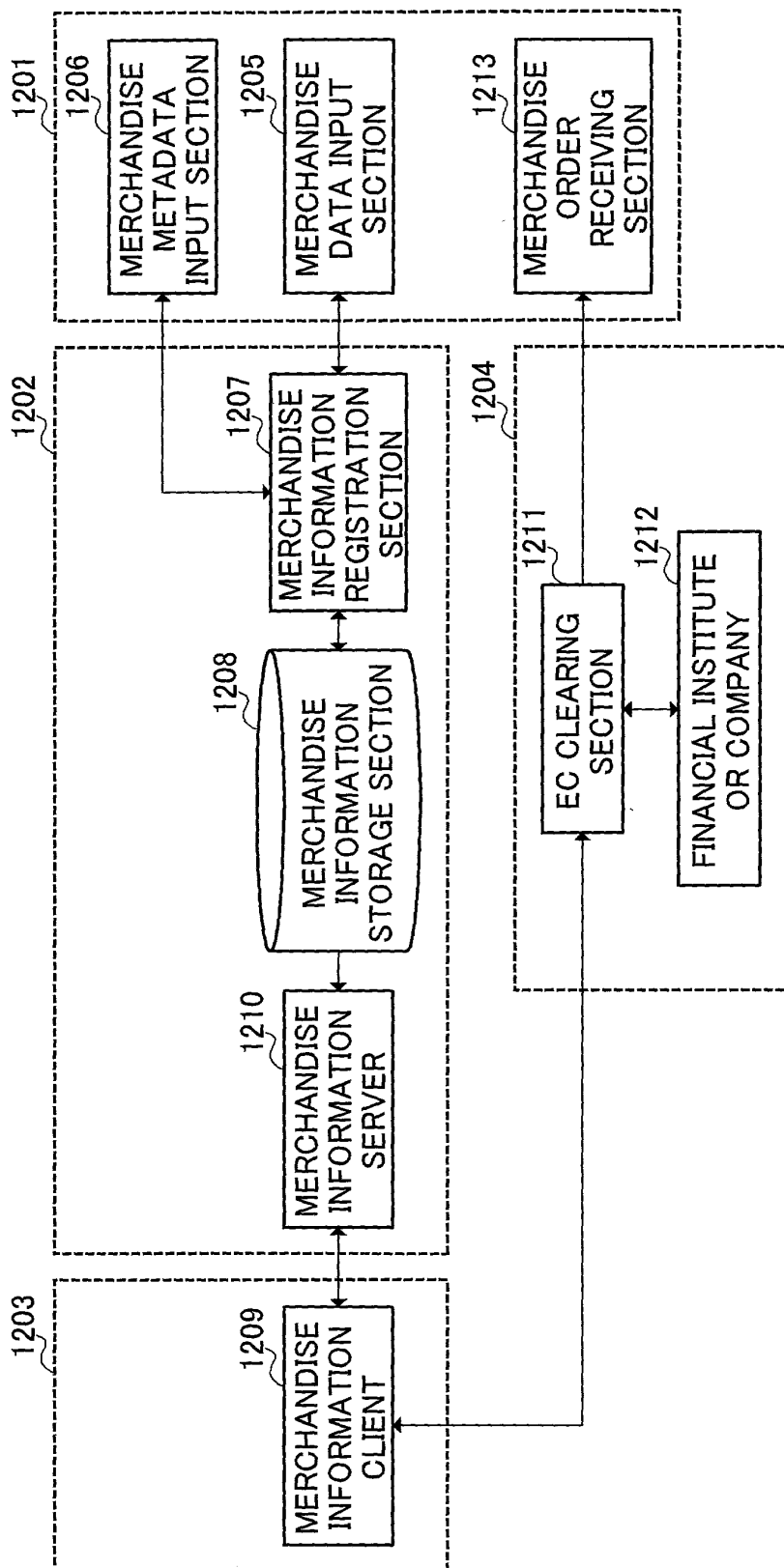


FIG.1

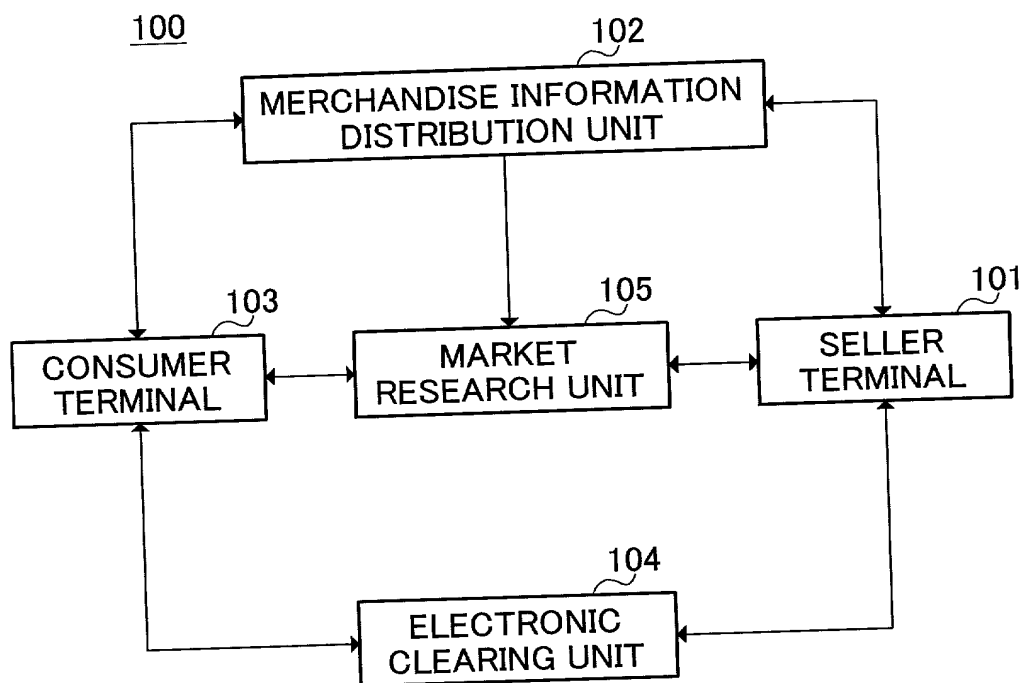


FIG.2

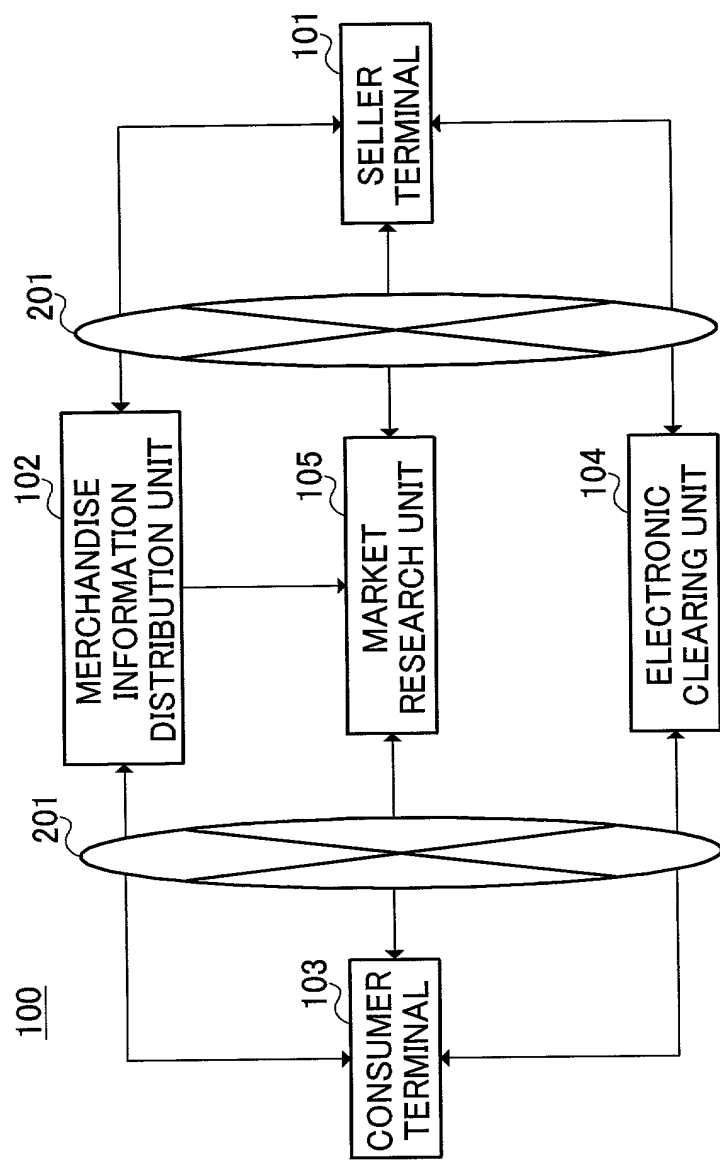


FIG.3

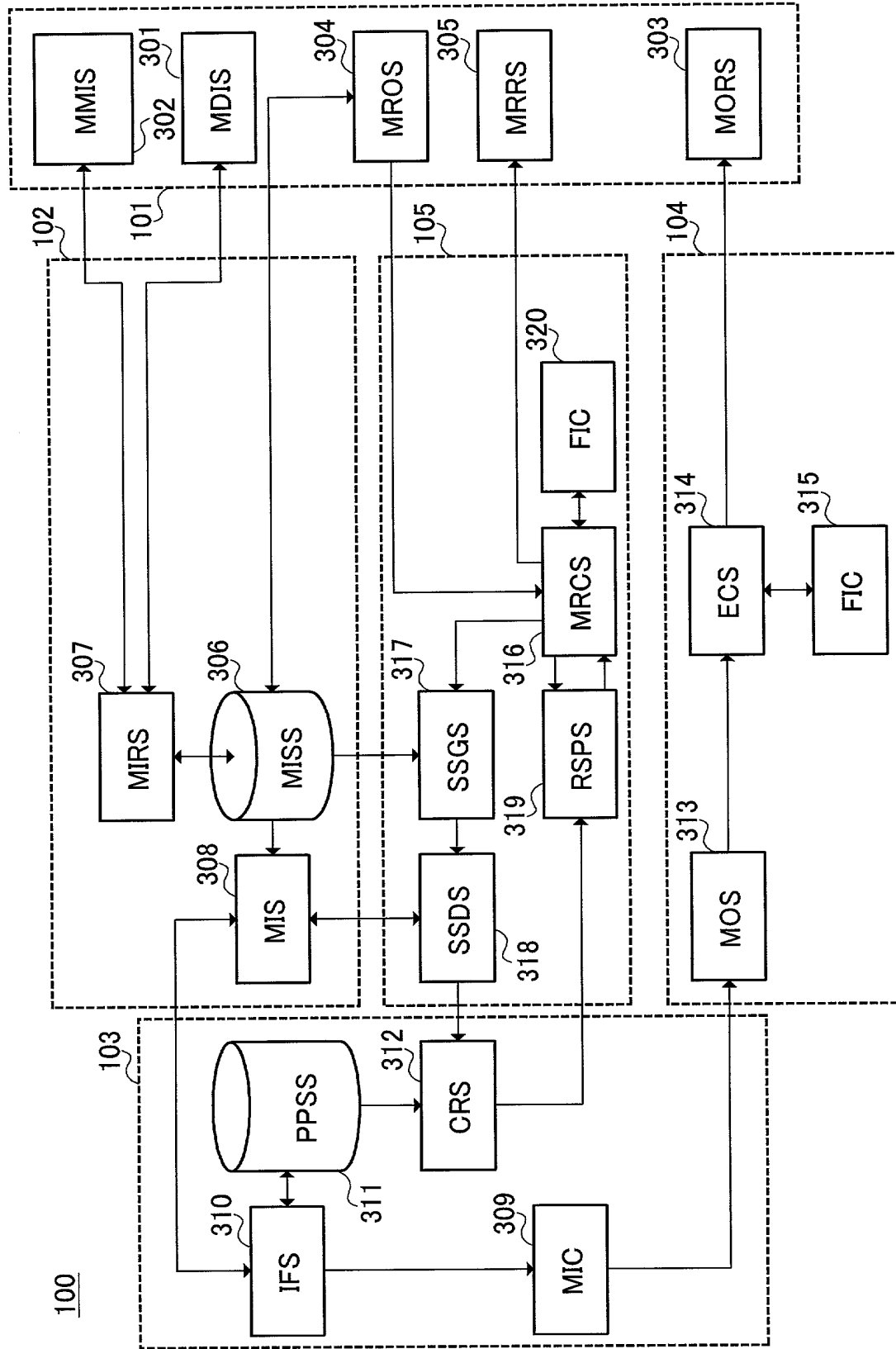


FIG. 4

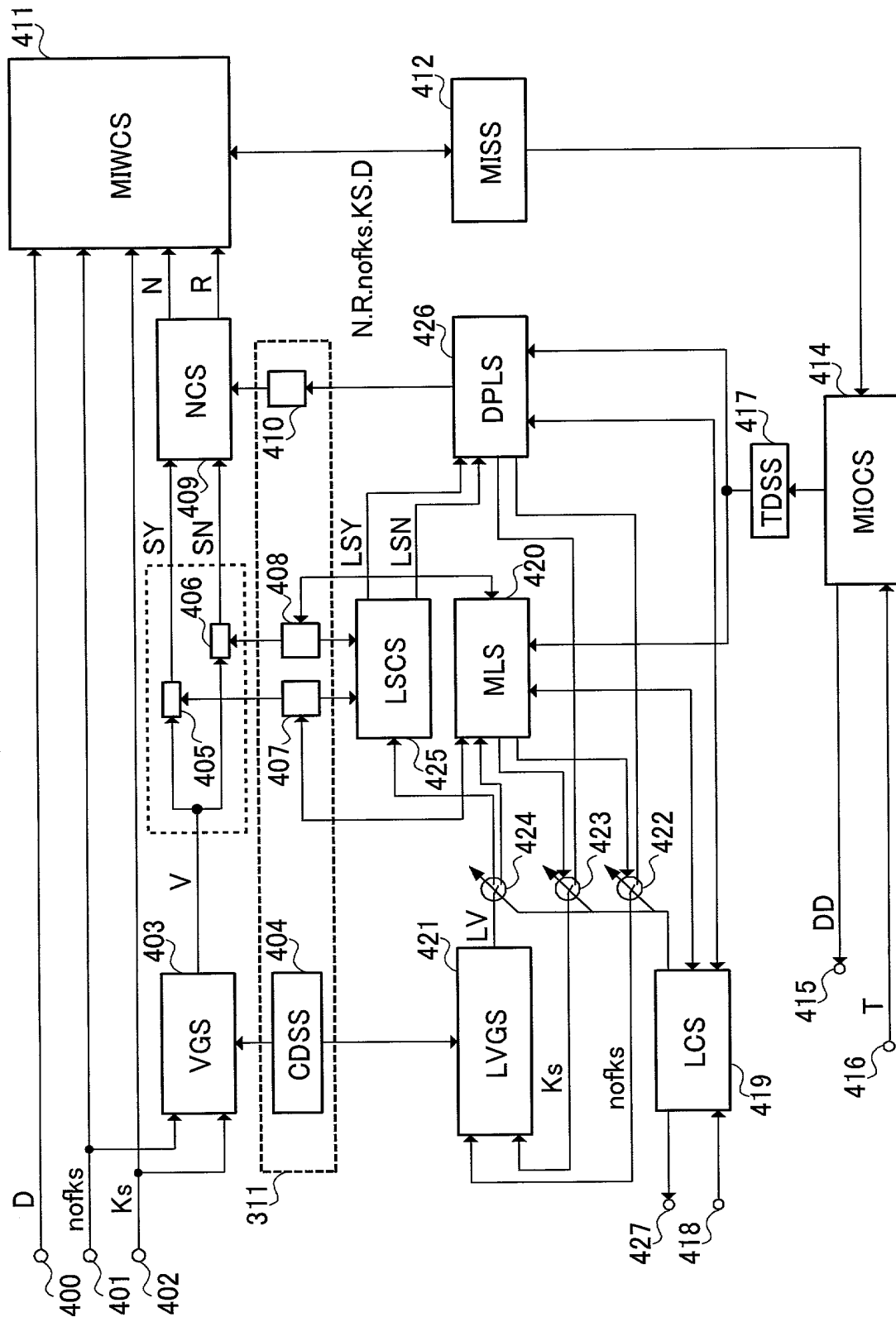


FIG.5

NUMBER	KEYWORD	CODE DICTIONARY SIGN
1	AAA(SELLER ID)	00000
2	BBB(SELLER ID)	00001
3	A00(MERCHANDISE ID)	00010
4	B00(MERCHANDISE ID)	00011
5	BEER	00100
6	RICH	00101
7	100% MALT	00110
8	JAPANESE SAKE	00111
9	DRY	01000
10	SUPREME	01001
11	WINE	01010
12	RED	01011
13	WHITE	01100
14	¥2,500	01101
15	¥3,000	01110

FIG.6

NUMBER	KEYWORD	SCORE (POSITIVE)	SCORE (NEGATIVE)
1	AAA(SELLER ID)	8	1
2	BBB(SELLER ID)	1	5
3	A00(MERCHANDISE ID)	5	3
4	B00(MERCHANDISE ID)	0	3
5	BEER	4	1
6	RICH	0	0
7	100% MALT	4	0
8	JAPANESE SAKE	1	3
9	DRY	0	0
10	SUPREME	0	2
11	WINE	3	0
12	RED	0	0
13	WHITE	0	0
14	¥2,500	1	0
15	¥3,000	0	0

FIG.7

RANK	MERCHANDISE INFORMATION	NECESSITY SIGNAL N
1	④	16
2	①	12
3	②	11
4	③	0
5	⑤	-1

FIG.8

800

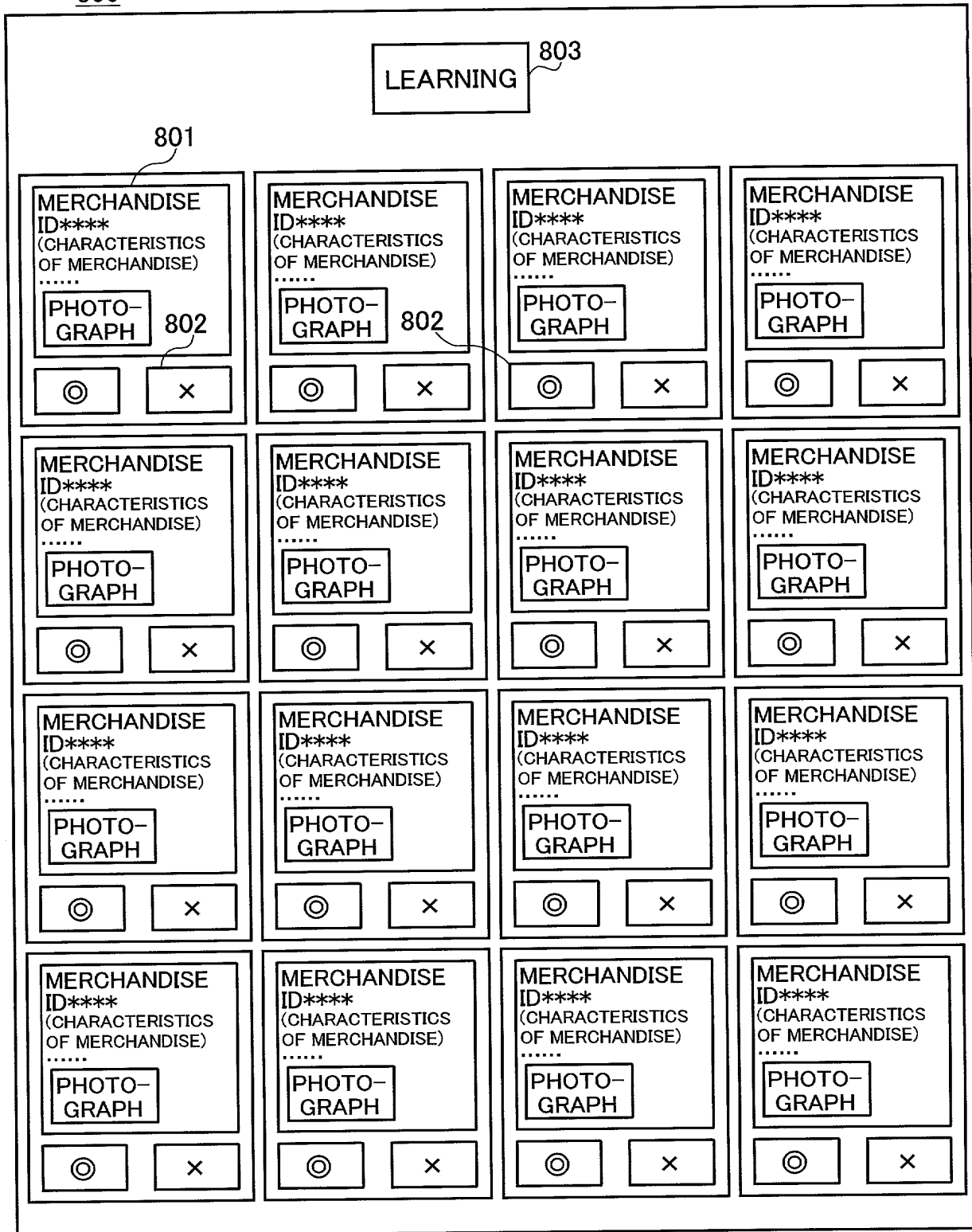


FIG.9

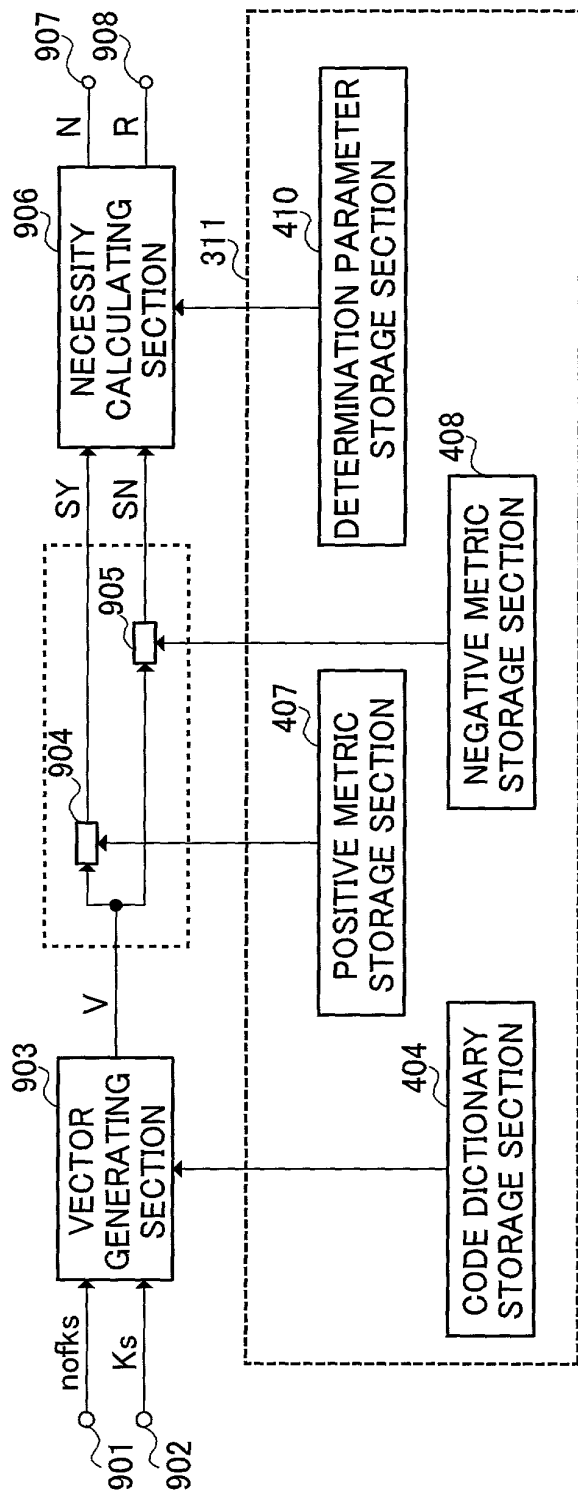


FIG.10

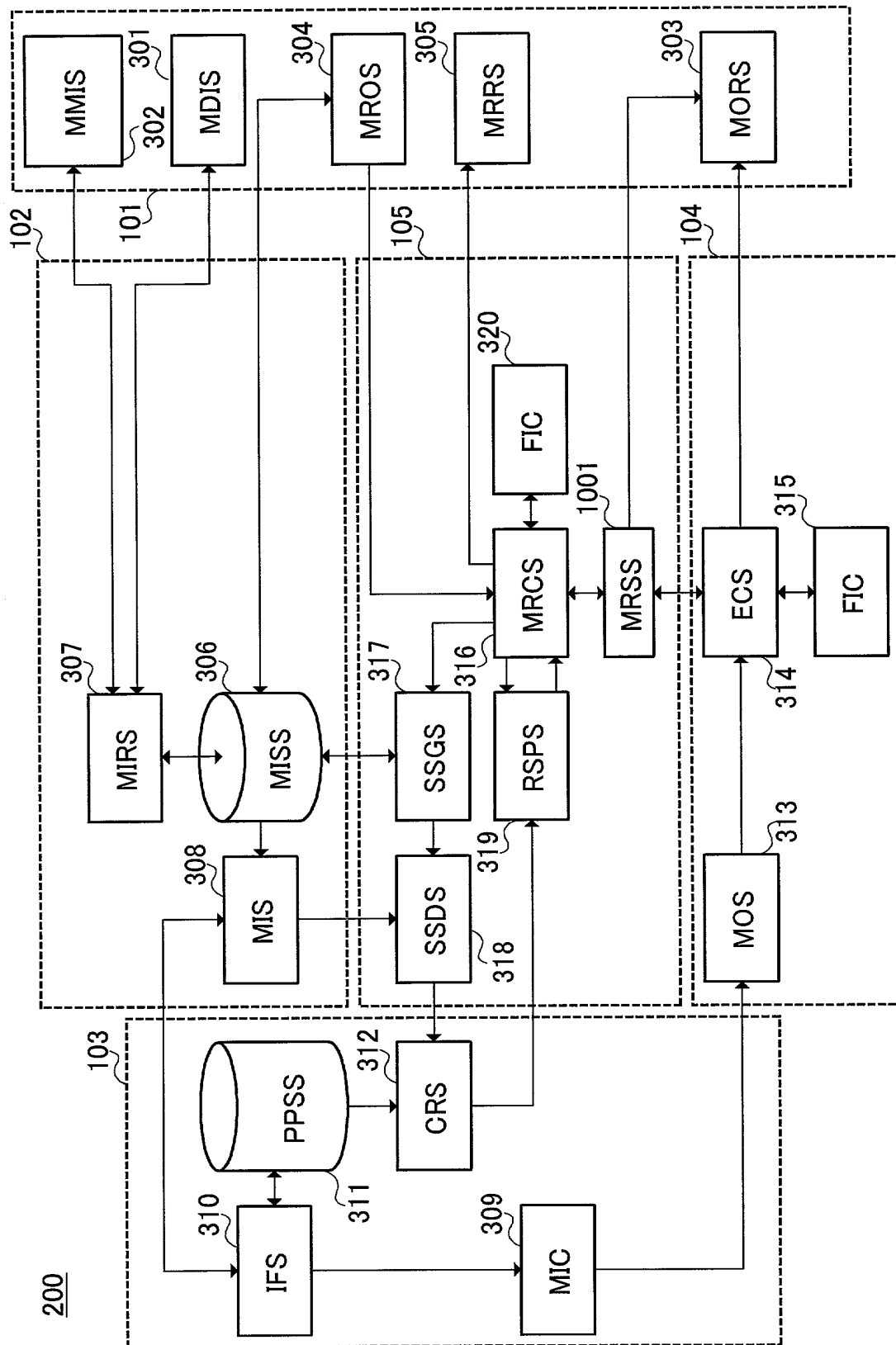


FIG.11

